

## Claims

- [c1] 1. An online method for facilitating improved consistency, deliverability and/or measurability of a launch practice, the online method comprising:  
determining a launch practice item based on a set of key sources wherein the launch practice item is determined by a committee separate from a launch program team; and  
transmitting the launch practice item to an at least one member of the launch program team wherein the at least one member uses the launch practice item to improve consistency, deliverability and/or measurability of the launch practice.
- [c2] 2. The online method of claim 1 further comprising receiving an at least one member observation regarding the launch practice item.
- [c3] 3. The online method of claim 2 further comprising deciding to revise the launch practice item or to create a new launch practice item if implementing the observation improves the consistency, deliverability and/or measurability of the launch practice.
- [c4] 4. The online method of claim 3 further comprising transmitting the revised launch practice item or the new launch practice to the at least one member.
- [c5] 5. The online method of claim 3 wherein the deciding step lasts about one month to about three months.
- [c6] 6. The online method of claim 1 wherein the set of key sources includes lessons learned.
- [c7] 7. The online method of claim 6 wherein the set of key sources further includes launch principles, assembly plant launch process models, global craftsmanship, product quality planning initiatives, former body and assembly quality systems, former production systems, milestone standards, and product development systems.
- [c8] 8. The online method of claim 1 wherein the launch practice item is selected from the group consisting of launch elements, procedures, guidelines, standards, policies, and work instructions.

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| [c9]  | 9. The online method of claim 8 wherein the launch practice item is a procedure and a document supporting the procedure includes measurables and deliverables.  |
| [c10] | 10. The online method of claim 8 wherein the launch practice item is a standard and a document supporting the standard includes information regarding how the launch practice should be performed.  |
| [c11] | <p>11. An online system for facilitating improved consistency, deliverability and/or measurability of a launch practice, the system comprising at least one server computer operably serving at least one client computer, the at least one server computer configured to:</p> <p>(i) transmit a launch practice item to an at least one member of a launch program team wherein the at least one member uses the defined launch practice item to improve consistency, deliverability and/or measurability of the launch practice;</p> <p>(ii) receive an at least one member observation regarding the launch practice item; and</p> <p>(iii) transmit a revised launch practice item and/or a new launch practice item implementing the at least one member observation if implementing the observation improves the consistency, deliverability and/or measurability of the launch practice.</p> |
| [c12] | 12. The system of claim 11 wherein the launch practice item is selected from the group consisting of launch elements, procedures, guidelines, standards, policies, and work instructions.   |
| [c13] | 13. The system of claim 11 wherein the launch practice item is a procedure and a document supporting the procedure includes measurables and deliverables.   |
| [c14] | 14. The system of claim 11 wherein the launch practice item is a standard and a document supporting the standard includes information regarding how the launch practice should be performed.  |
| [c15] | 15. An online system for facilitating improved consistency, deliverability and/or measurability of a launch practice, the system comprising:  |

- [illegible]

[c16] 16. The system of claim 15 wherein the launch practice item is selected from the group consisting of launch elements, procedures, guidelines, standards, policies, and work instructions.

[c17] 17. The system of claim 15 wherein the launch practice item is a procedure and a document supporting the procedure includes measurables and deliverables.

[c18] 18. The system of claim 15 wherein the launch practice item is a standard and a document supporting the standard includes information regarding how the launch practice should be performed.